

The Ultimate Guide to Storytelling



[Source](#)

Do you want to add some crisp to your brand's voice but don't know how? Are you struggling to make your brand values more impactful? If yes! Then one thing your brand's voice might be lacking is "storytelling". Yes! storytelling is a powerful way to sway the minds of the target audience in the favor of your brand.

As a part of nature, we humans tend to connect more with words that tell a story rather than just spewing information. We are conditioned to respond to stories well from our cradle. Even the stats speak about the power storytelling possesses. People are [55% more likely](#) to buy the product and 15% will quickly buy the product if they resonate with the shared brand story.

Are you wondering how you can use the power of storytelling that complements your marketing strategies? No issues because we have woven a complete guide on storytelling that will take you from the basic concepts to the future scope of storytelling in the world of business. So let's dive directly into the guide. Shall we?

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What is Storytelling?



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Storytelling is the art of conveying your experiences, facts, values, and narrative to your audience in a way that they can connect with your words emotionally. It is the useful information that tells the world what motivates you to work, what your brand strives for, how you began and how you are going. It tells a story of your beginning, your crisis, your present, and your future. Storytelling helps you build an image that inculcates deep in the heart and minds of the audience and thus impacts their purchasing decisions.

Using emotionally driven strategies in your business can help you enhance your customer experience. According to a study conducted by [Harvard business review](#), a retailer was able to increase the active customers by 15%, reduce the customer attrition from 37% to 33%, and thus result in 50% growth in the stores' sales simply by implementing emotional connection based strategies.

Why Storytelling is Important in Business?



[Source](#)

In today's fast-paced world of business, where technology has taken over half of the tasks, where humanity is getting premium, and where automation is desirable, businesses are becoming nothing more than faceless entities. They lack emotional connection in their marketing strategies. Human touch is becoming more and more scarce. That is why they are taking a dip and experiencing a serious drop in customer retention rate despite spending loads on marketing strategies.

The thing where they go wrong is they do not understand, how impactful storytelling can be in pulling the strings of their audiences' hearts. They seem to ignore the deeper connection that could have been built just through the use of effective storytelling. They forget to have the "must-have" of the marketing which is storytelling.

Storytelling is no more a choice, it's a need. Here are some stats to back this sentence.

- Storytelling helps to bring an increase of [30%](#) in the conversion rates.
- Facts are [22 times](#) easier to remember if told in the form of a story.
- [62%](#) of the B2B marketers regard storytelling as the most effective marketing strategy.

Principles of a good storytelling



[Source](#)

No one wants to hear a bad story. Because it makes them bored and they want to leave. That's pretty obvious. So what you can do to avoid bad storytelling? The answer is; to follow the rules of a good story. Good stories are easy to understand. To craft good stories make sure they are;

- Universal
- Entertaining
- Memorable
- Inclusive
- Educational
- Inspirational
- Organized

3 crucial principles that are important to incorporate in your business story if you don't want to go wrong with storytelling.

a) Conflict

Conflict arouses tension and keeps the audience hooked. Make the content relatable by sharing the challenges that came in your way and how you overcame them. Craft a story that elicits emotions.

b) Characters

There is no story without characters. Every story has at least one character which acts as a key in connecting your audience to the story. If the audience can relate to the character, they are more likely to trust your brand.

c) Closing

A good story is the one that has proper closing, doesn't matter what it is. Just wrap up the story in good words, stay authentic and add a call to action because after all this is the ultimate goal so don't forget it!!

How to use the power of storytelling for leveraging business



[Source](#)

Storytelling is an art so the storyteller must be an artist. No not a painter, potter, or sculptor but an artist of words. Someone who can sneak the brand's message into the audience's mind through an effectively crafted story. Now keep these stats in mind before you jump into the storytelling process.

- [700,000 Google searches](#) are performed, and 60 hours of video are uploaded to YouTube every 60 sec.
- US citizens alone consume [100,500 digital words](#) every day.
- About 5000 marketing messages are seen every day.

Among this bombardment of content, people tend to remember only those that have an impactful message. That is why you need to stand out in the crowd with killer storytelling content. Don't know where to begin? Follow the following steps

1) Get clarity on what you want to be known for

The first step to nail the art of storytelling is to know what perception you want your audience to have about you. How do you want your brand to be personified? Once you have clarity about the brand's persona you are good to start.

2) Define the core value

No matter how long your story is, it must have a core value or a core message that could be summarized in nine to ten words. It is a foundation without which your marketing building will collapse.

3) Get to know your target audience

Define your target audience and buyer persona first. Who are they? What do they want to listen to? If you want your story to make a strong impact on readers, you need to write it from their point of view. This will help you build a strong foundation for the story.

4) Decide on kind of storytelling

Determine the kind of story you want to tell the audience and then weave it accordingly. For example, if you want to increase brand awareness, talk about struggles and wins in the story, and let the audience appreciate it. If the story is meant to take action, talk about previous successes and let the audience get inspired to do the same.

5) Decide on medium

Stories aren't just read, they are watched and listened to as well. Choose any one medium and produce a phenomenal story accordingly. Written stories are conveyed in form of articles, books, and blog posts, audio and spoken stories use the medium of ted talks and podcasts, digital stories are communicated through stories, animations, videos, etc.

6) Keep improvising the story

You cannot craft an evergreen story in one attempt. You have to keep optimizing and improvising it as you move forward. Don't just forget the story after publishing it. Revisit it often and know how the audience is engaging with it and how you can improve it.

7) Use visuals to leave an impact

Our brain processes images 60 times faster than text. Hence the stories that are crafted using visual elements like photos, videos, illustrations, and infographics do better in comparison to others. According to [stats shared by Inc.](#)

- Posts with images have 650% higher engagement.
- Chances of buying a product after watching a video increase by 85%.

- Video content is likely to receive 3 times for link clicking than text.

Storytelling is the future



[Source](#)

In the world of business, where content is being produced every second, the struggle of getting noticed and staying unforgettable is real. Now you cannot rely solely on your product and service to stand out among the crowd. Rather your business needs an effective and well-woven story to pave its way amidst the heavily crowded marketplace. Do not simply throw facts, stats, and testimonials in the way of the audience, if you want to stay ahead of your competitors.

- According to [Hubspot data](#); Companies with blogs produce 67% more leads and 55% more website visitors.
- According to [Inc., 92% of consumers](#) want companies to make advertisements that feel like stories.
- Stats say that [91% of customers](#) value the authenticity of the brand.

The art of storytelling isn't difficult to master. All you have to do is to be authentic and genuine and try different mediums to fine-tune your storytelling. It will not only attract the customers but turn them into loyal connections. More and more businesses will turn to storytelling to

communicate their values to the audience in the future. Make sure you exploit the power of storytelling to stay afloat in the sea of competitions.